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# Better For You Packaged Food in South Africa

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## Abstracts

The move towards perceived healthier better for you packaged food has not been a major priority for many South Africans during the pandemic in 2021 as the economic impact of COVID-19 has forced many consumers to prioritise value-for-money offerings and fresh food, especially since the average unit price of better for you packaged food has continued to rise. As such, while current value sales are witnessing impressive growth, overall demand is either slowing or declining for many categories.

Euromonitor International's Better For You Packaged Food in South Africa report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

Get a detailed picture of the Better For You Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

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Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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